

Summer Solstice Fest

Main Street and Lee Street in Downtown Blacksburg

downtownblacksburg.com

Saturday June 19th 2010

"The Summer Solstice Fest is a community celebration featuring a beer garden, a stage of live music and dancing, activities for all ages. There is a 5K run to benefit the Leukemia and Lymphoma Society and local non-profits are invited to operate concessions, in order to raise money for their own charitable purposes. In this way, Blacksburg's festival not only celebrates the Summer Solstice but spreads the warmth of community association!"



Green Statement: "We went green "to further our efforts in creating a sustainable community and to expand upon on Cool Cities Campaign. In partnership with the Town of Blacksburg, Downtown Blacksburg, Inc. (formerly Downtown Merchants of Blacksburg, a non-profit group)are offering permanent downtown collection sites for CFL's, batteries and printer cartridges. We are committed to becoming Greener!"

"Some of our sustainability actions include:

- We will purchase our beer from local micro breweries.
- We will use food vendors from our downtown area, many of which use local ingredients.
- We will have a vendor who will have a bicycle powered smoothie machine. Customers will pedal power the blender to make their own smoothies!

CORE ACTIVITIES for Green Attractions

☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, composting of food & other compostable items
- Collection points for CFL's, batteries and printer cartridges are located throughout our membership

☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling/ composting of food service items disposed of on the premises. This facility pledges that they:

- Use disposable foodservice items that are recyclable

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms
- Print brochures and other printed items on recycled content paper with soy-based inks, and print all documents double-sided
- Purchase/use paper products with 30% or higher recycled-content

☑ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting: The event will take place in Downtown Blacksburg. The Town of Blacksburg is dedicated to enhancing sustainability in its operations and through its policies. The Town is committed to the protection of the environment, pollution prevention, and regulatory compliance while providing the highest level of municipal services to the Blacksburg community. Downtown Blacksburg, Inc. formerly the Downtown Merchants of Blacksburg have made it their mission to help out with the proper disposal of CFL's, printer cartridges and batteries and are working with the Town of Blacksburg and Sustainable Blacksburg to provide a permanent downtown recycling program.



Food service

- Donate excess food from events
- Arrange for the composting of food waste and other compostables
- Avoid box lunches and serve trays/platters of food instead

Logistics

- Provide for recycling of boxes and other set-up wastes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Purchase from vendors and service providers with a commitment to the environment

☑ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our event’s webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers
- Large reusable signage will be displayed throughout the festival to raise awareness of what we are doing and how to participate.
- Event will consist of a sustainable parade consisting of dogs, walkers and bikes.
- Will have an informational display of the Town recycling program, home composting and rain barrels.
- Will use sand which forms the beach part of the event to re-grade a local parking lot and a local horse riding facility after the event.



For more information on Summer Solstice Fest, see www.downtownblacksburg.com or contact Laureen Blakemore at events@downtownblacksburg.com or (540)951-0454.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation. The program has established "core activities" specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/virginiagreen or www.virginiagreentravel.org.

